

# Index to Media & Consumer, Vol. II

To aid in the research or recall of those articles of special value to our readers, *Media & Consumer* has compiled this index. It covers all issues from January through December of 1974.

The code following each item indicates the month by issue number and the page on which the item appeared. Thus, an entry reading 10/2 would appear in the October issue on page 2.

## A A A A A

A&P, advertising. 6/6.  
Adding Machines, cheating with. 3/10.  
Advertising. (See also *Drugs*.)  
Advertising. 2/7; 2/9; 3/3  
airlines advertising of flights. 8/2; 10/4  
automobiles. 2/3.  
automobiles on television and in movies. 2/9.  
bait and switch. 4/9.  
employment agencies. 10/7.  
Bride's and Modern Bride magazines. 4/9.  
bust developers. 7/2; 12/6.  
candy. 12/10.  
celebrities. 1/9.  
claims tested by papers. 1/4.  
cold remedies. 5/5.  
comic books. 12/3.  
comparative. 2/7.  
consumer reporter fired. 11/12.  
Dr. Joyce Brothers. 2/9.  
drug prices. 11/15.  
egg cartons. 2/3.  
false. 1/5.  
Federal Trade Commission. 5/2.  
feminine deodorant sprays. 4/3.  
food. 7/13.  
food on television. 7/13.  
free offers. 5/2.  
goods in short supply. 3/4.  
heirloom Bible helps bankers. 11/11.  
in stores. 3/4.  
junk mail. 12/14.  
marketing practices survey. 1/6.  
mass transit. 7/10.  
medicine. 6/7.  
midicine. 6/7.  
misleading advertising for large cars. 7/13.  
National Advertising Review Board for metropolitan New York. 11/9.  
news media. 5/10.  
newspapers advertising claims tests. 11/10.  
newspapers, food sections. 12/11; 12/12.  
newspapers sold out to advertisers. 9/7; 9/8; 9/9.  
oil companies. 4/9.  
pressure on newspapers. 10/12.  
Reader's Digest. 3/8; 6/6.  
Record Club of America. 12/10.  
restaurant trade's publications advertise synthetic foods. 8/8.  
sex. 5/14.  
shampoos. 12/7.  
Sport. 8/7.  
subliminal ads banned on TV in Canada. 11/9.  
Sunoco. 1/15.  
supermarkets. 6/6.  
television. 1/14; 2/9.  
television advertising makes you sick. 7/13.  
television. Cartoon. 2/13; 8/15.  
television (correction). 4/15.  
ten worst commercials. 2/16.  
theaters. 12/10.  
utilities. 2/7.  
Venturi, Inc. marketing survey. 5/11.  
Venturi, Inc. marketing survey. Letters to the editor. 7/15; 7/16.  
within television shows. 11/11.  
women. 6/7.  
**Advertising Age.** 1/5; 2/3; 2/7; 5/5; 11/9; 12/10.  
**Advertising News Of New York.** 1/5.  
**Aerosol Sprays.** 2/3.  
Male Comfort Spray. 12/15.  
sniffing Pam is dangerous. 11/9.  
**Agriculture.**  
contaminated dairy feed. 12/15.  
Department of. 5/5; 8/5.  
beef sausages. Editorial. 8/15.  
convenience foods. 11/13.  
**Air Mail.** (See *Postal Service*.)  
**Airlines.**  
advertising of flights. 8/2; 10/4.  
bumping passengers. 3/13.  
consumer complaints against. 6/14.  
cut back in food. 12/10.  
cutting services. 10/4.  
hazardous cargoes. 6/8.  
Editorial. 6/15.  
Letter to the editor. 11/16.  
luggage handling. 12/10.  
synthetic coffee whitener. 10/4.  
**Akron Beacon Journal, The.** 12/2.  
**Alcoholic Beverages.** (See also *Beer, Wine*.)  
**Alcoholic Beverages, packaging.** 1/5.  
**Allimony,** often not paid. Letter to the editor. 8/15.  
Allimony, often not paid. Letter to the editor. 8/15.

**Alliance for Consumer Protection,** recalled food. 11/15.  
**Aluminum Wiring,** fire hazard. 8/3.  
**Ambulance Service,** funeral homes. 4/2.  
**American Medical Association,**  
rating hospital emergency rooms. 8/4.  
television show sponsored by Standard Brands. 9/11.  
**American Medical News.** 10/4; 10/6.  
**American Telephone and Telegraph,** more information in phone bills. 9/12.  
**Amoco (Standard Oil of Indiana),** advertising. 4/9.  
**Anderson, Jack.** 4/9.  
**Antitrust,** best weapon against dishonest corporate power. 10/4.  
**Apartment Leases.** 3/5.  
**Apartment Rental Agencies.** 6/6; 12/6.  
**Appliances,** repair frauds. 12/6.  
**Arizona Consumers Council.** 3/14; 7/7; 10/13; 12/6.  
**Arizona Daily Star, The.** 3/2.  
**Arizona,** shortweighting. 3/2.  
**Arkansas Consumer Research.** 12/10.  
**Arkansas,** utility rate increases. 12/10.  
**Arkansas,** utility rate increases. 12/10.  
**Arkin, Joseph.** 3/10.  
**Arlington (Ill.) Herald, The.** 8/5.  
**Asbury Park (N.J.) Press, The.** 3/2; 11/9.  
**Associated Press, The.** 11/9.  
**Auerbach, Alexander.** 11/2.  
**AutoCaps,** complaint panels not in Illinois. 8/5.  
**Automobile, arbitration boards.** 1/5.  
**Automobile Dealers,**  
advertising. 6/6.  
overcharge on sales tax. 6/3.  
**Automobile Insurance.** 3/3.  
increase in rates. 6/2.  
rated by states. 1/14.  
**Automobile Manufacturers,**  
gifts and junkets. 9/11.  
keep secret extended warranties. 9/14; 10/6.  
**Automobile Owners Action Council.** 3/10.  
**Automobile Prices,** misleading. 7/13.  
**Automobile Rentals,** comparing rates. 7/2.  
**Automobile Repair.** 2/2; 4/7.  
garage liens. 1/4.  
investigation in Ohio. 11/3.  
Letter to the editor. 4/16; 5/16.  
manufacturers keep secret extended warranties. 9/14; 10/6.  
Maryland. 12/2.  
**The Minneapolis Star.** 8/6.  
**Automobile Repossession,** Supreme Court to hear. 3/11.  
**Automobile Safety.**  
Subaru 360. 3/2.  
wax from car washes on windshield. 7/2.  
sales and interest rates. 2/3.  
sales, new and used. 2/2.  
**Automobile Tires.** (See *Tires*.)  
**Automobiles.** 1/5; 6/7.  
advertising. 2/3.  
AutoCaps. 8/5.  
consumer action. 3/10.  
discontinued. 2/12.  
drivers of small cars must be extra cautious. 11/9.  
electric. 2/13.  
increased prices. 5/5.  
leasing. 3/4.  
lien laws. 10/8.  
newspaper consumer reporting. 12/12.  
payment of damages for ruined credit rating. 6/2.  
sales and interest rates. 2/3.  
sales, new and used. 2/2.  
sludge in carburetors. 1/8.  
television advertising. 2/9.  
television advertising (correction) 4/15.  
updating foreign models. 7/6.  
used, car dealers overcharge on sales tax. 6/3.  
Volkswagen. 7/10.  
**Availability of Advertised Items at Advertised Prices.** 7/13.  
**B B B B B**  
**Baby Formula,** outdated. 7/13.  
**Bait & Switch.** 6/15; 6/11.  
**Bait and Switch Advertising.** (See *Advertising, bait and switch*.)  
**Baker, Russell.** 7/13.  
**Bakeries,** price fixing. 7/7.  
**Baltimore Sun, The.** 2/3; 3/5; 4/3; 4/7.  
**Banking.** 5/3; 11/11.  
**Banking Magazine.** 11/11.  
**Bankruptcy,** alternative to. 12/10.  
**Banks.**  
bicentennial bonds. 11/2.  
chain stores getting into the banking business. 11/9.  
Connecticut will pay interest on escrow accounts. 11/9.  
credit life insurance. 11/6.  
escrow accounts. 1/14; 2/7.  
escrow accounts in Maryland. 10/4.

free checking. 5/3; 11/2.  
Heirloom Bible helps. 11/11.  
interest rate spread. 7/5.  
interest rates. 4/13.  
interest rates not reported by newspapers. 11/11.  
Letter to the editor. 7/15.  
loans. 2/4; 2/6.  
mortgage rebates. 11/2.  
supermarkets use computers instead of checks. 10/4.  
Truth-in-Lending. 8/2.  
**Barnard, Richard C.** 11/3.  
**Barth, Larry.** 8/2.  
**Bartimole, Roldo.** 12/12.  
**Baseball,** ticket prices in Dodger Stadium. 3/15.  
**Basler, Robert and Barbara.** 9/2.  
**Baur, Stuart.** 11/8.  
**Beals, Kathie.** 1/8.  
**Beef.** (See *Meat*.)  
**Beer, labeling.** 2/3.  
**Belden, George.** 4/5.  
**Beneficial Finance Co.** 3/2.  
**Bergman, Jules.** 1/5; 1/7.  
**Better Business Bureau of Metropolitan New York.** 7/13.  
**B. F. Goodrich Co.,** space-saver tire. 10/4.  
**Bible, Heirloom,** helps bankers. 11/11.  
**Bidlingmayer, (Mrs.) William L.** Letter to the editor. 6/15.  
**Bill collectors.** (See *Debt collectors*.)  
**Blacks,** discrimination against by merchants, utilities. 7/14.  
**Blood Banks,** hazardous to your health. 12/3.  
**Blood Donors.** 4/7.  
**Bloomfield, Douglas.** 4/15.  
**Boardroom Reports.** 10/15.  
**Borcover, Alfred S.** Letter to the editor. 5/16.  
**Boston Globe, The.** 5/3.  
didn't cover unit pricing story. 10/12.  
**Boston Herald-American, The.,** didn't cover unit pricing story. 10/12.  
**Boston Magazine.** 5/3.  
**Bread.** (See also *Bakeries*.)  
**Bread Prices.** 1/15; 3/14; 12/4.  
price-fixing survey. 7/7; 12/6.  
**Break the Banks! A Shopper's Guide to Banking Services.** 2/4.  
**Brennan, William.** 2/9.  
**Brian, Earl.** 10/8.  
**Bribes,** retail stores. 12/4.  
**Bride's,** advertising. 4/9.  
**Broadcasting.** 2/9; 10/6.  
**Broadcasting,** book about industry. 11/9.  
**Brookmire, Paula.** 12/5.  
**Brothers, Dr. Joyce in advertising.** 2/9.  
**Brown, Dorothy.** 10/3; 12/11.  
**Brown, Prudence.** 6/3. editorial. 6/16.  
**Bucholz, Paula.** 1/3.  
**Building Codes,** violated. 12/2.  
**Bulletin, The.** 4/2.  
**Burles, Robert E.** Letter to the editor. 10/15.  
**Burns, Michael K.** 3/5.  
**Burros, Marian.** 11/3.  
**Buses.** (See also *School Buses*.)  
seat belts for passengers. 5/14.  
**Business.**  
response to consumer movement. 1/8.  
unbundling, charging separately for parts. 3/16.  
**Business Week.** 5/2; 6/10.  
**Bust Developers,** false advertising and health hazards. 7/2; 12/6.  
**Butwinick, Elaine,** safe playgrounds. 12/10.  
**Butz, Earl.** 1/15; 3/15.  
tent show on inflation cancelled. 11/9.  
**Buyer Beware!** 4/2.  
**C C C C C**  
**Calculators,** price cuts. 12/10.  
**Camden (N.J.) Courier-Post, The.** 2/7; 7/3; 7/4.  
Douglas Campbell resigns. 9/11.  
**Campbell, Douglas.** 2/7; 7/3; 7/4.  
resigns from newspaper. 9/11.  
**Campbell, Richard,** automobile editor does commercials. 12/12.  
**Camping,** flammable tents. 6/10; 10/6.  
**Canadian Advertising Standards Council,** bans subliminal television ads. 11/9.  
**Canadian Consumer.** 2/11.  
**Candy,** advertising. 12/10.  
**Carllinsky, Dan.** 2/15.  
**Carney, John J., Jr.** 7/13.  
**Carpets,** fraud at Oriental rug auctions. 8/14.  
**Car-pooling,** accident risks. 4/2.  
**Car/puter International Corp.** 6/6.  
**Casket & Sunnyside.** 6/4; 8/5.  
**Categorization of Hospital Emergency Services.** 8/14.  
**CBS Evening News, The.** 8/5.  
**CBS' 60 Minutes,** junket journalism. 2/8; 2/9.  
**Celebrities,** use in advertising. 1/9.  
**Cemeteries.** 6/3; 6/4.  
selling burial plots. 7/3.  
women better salespersons. 8/5.  
**Cereals.**  
all the same. 10/8.

amount of sugar in. 11/9.  
consumer action against Mr. Wonderful's Suprise.  
Letter to the editor. 8/16.  
**Cerra, Frances.** 1/5; 10/6.  
**Chandler, Robert W.** Letter to the editor. 5/16.  
**Changing Times.** 1/12; 2/3; 5/3.  
**Charell, Ralph.** 1/13.  
**Charlotte Observer, The.** 6/11.  
**Checking Accounts.** (See *Banks*.)  
**Chemicals, synthetic foods.** 8/10.  
**Chicago Daily News, The.** 10/2; 11/6.  
**Chicago,** sanitary conditions in restaurants. 5/6.  
**Chicago Sun-Times, The.** 1/12; 3/15; 7/5.  
**Chicago Tribune, The.** 12/10; 1/8; 7/5.  
**Chicago Tribune, The.** 1/8; 12/10.  
**Chicken.**  
national cooking contest. 7/10.  
split breasts. 12/3.  
**Child Care Centers.** 11/4.  
**Children's Television.** (See *Television, Children's*.)  
**Childs, Paula.** 12/6.  
**Choking.** 4/2.  
**Christian Science Monitor, The.** 1/14; 3/4; 10/5; 11/9.  
**Cigarettes, pesticides in.** 11/9.  
**Cincinnati Enquirer, The.** 12/6.  
**Citizen Review Boards,** how consumers can get access to the news media. 11/13.  
**Civil Aeronautics Board.** 3/13.  
consumer complaints against airlines. 6/14.  
**Clearinghouse Review.** 1/4; 2/7; 10/8.  
**Cleveland Press, The.** 8/2; 10/2; 10/4.  
automobile editor does commercials. 12/12.  
**Clothing,** nuclear power less dangerous than tight pants. 12/4.  
**Coffee, synthetic whitener.** 10/4.  
**Cognac,** prices higher in U.S. 12/12.  
**Cohen, Bernard L., Dr.,** nuclear power and tight pants. 12/4.  
**College Press Service.** 2/16.  
**College,** consumer reporting. 4/8.  
**Collins, Douglas.** 8/11; 9/9; 11/7; 12/7.  
**Comic Books,** advertising. 12/3.  
**Commercials.** (See *Advertising*.)  
**Common Sense.** 3/4.  
**Community Nutrition Institute Weekly Report.** 5/5.  
**Commuters.** 1/8.  
**Comparative Advertising.** (See *Advertising*.)  
**Compton, Stephen.** 2/13; 12/7.  
Editorial. 10/15.  
**Computers,**  
automated checkout counters in supermarkets. 9/3; 9/4; 9/5; 12/5.  
calculator price cuts. 12/10.  
man loses identity. 10/4.  
supermarkets use instead of checks. 10/4.  
**Condominiums.** (See *Real Estate*.)  
**Conference Board.** 2/3.  
**Connecticut's Consumer Protection Department,**  
acts slowly. 10/2.  
**Consumer action.** 1/13.  
advertising. 1/14.  
AutoCaps. 8/5.  
automated checkout counters in supermarkets. 9/4; 9/5.  
boycotts. 11/16.  
cereals. Letter to the Editor. 8/16.  
food. 7/13.  
hindered by high legal costs. 9/13.  
Association for Consumer Protection investigated by state police. 10/3.  
Noreen Laub, commentary. 8/15.  
Texas police investigate opponent of nuclear power plants. 10/3.  
to reduce electricity rates. 11/9.  
**Consumer Affairs.**  
Florida. 12/7.  
California. 12/7.  
**Consumer Agencies,** don't do job. 12/7.  
**Consumer Boycotts.** 11/16.  
**Consumer Contact.** 7/6.  
**Consumer Guides** rated 4/7.  
**Consumer Information for Employees.** 7/13.  
**Consumer is King.** 3/4.  
**Consumer Journalism.** (See *Consumer Reporting*.)  
**Consumer legislation, Kentucky.** 5/15.  
**Consumer Movement.** (See also *Consumer*.)  
**Consumer Movement.**  
Automobile Owners Action Council. 3/10.  
business response to. 1/8.  
counting the number of items in a package. 3/11.  
insurance companies. 5/15.  
more accepted by business. 10/9.  
problem getting complaints adjusted. 2/14.  
refusing spoiled foods. 2/11.  
retailers protest too. Editorial. 2/13.  
**Consumer Newsletter.** 1/5; 2/11; 3/12; 4/2; 6/11; 8/10.  
**Consumer Newsletters.** 6/11.  
**Consumer Newweek.** 2/3.  
**Consumer Product Safety Commission.** 1/5; 3/7.  
drug bottle caps. 10/2.  
hazardous matchbooks. 12/10.  
safe playgrounds. 12/10.  
State, act slowly. 10/2.



Consumer Protection Board, New York. 12/7.

#### Consumer Reporting.

action lines. 7/10.  
advertising. 2/9.  
advertising claims tested. 1/4.  
automobile repairs. 8/6.  
automobiles. 12/12.  
Boston papers don't cover unit pricing story. 10/12.  
consumer newsletters. 6/11.  
consumer feel it's inadequate. 10/11.  
Europe. 1/12.  
gifts and junkets. 4/9; 9/11.  
interest rates not reported by newspapers. 11/11.  
June Erlick. 5/10.  
KWTV. 5/7.  
National Press Club Awards. 3/9; 11/10.  
newspapers advertising claims tests. 11/10.  
newspaper food sections. 7/8; 12/11; 12/12.  
newspapers sold out to advertisers. 9/7;  
press coverage of FTC fraud order against Sears, Roebuck & Co. 9/8; 9/9.  
television reporter fired. 11/12.  
television. WTTW. 1/12.  
The Lakeland (Fla.) Ledger. 5/9.  
The Minneapolis Star. 8/6; 8/7.  
The New York Times. 2/10.  
The St. Petersburg Times. 10/5.  
The Torch of Ferris State College. 4/8.

#### Consumer Reports. 3/2.

#### Consumers Almanac & Calendar. 12/2.

#### Consumer.

consumer reporting felt inadequate. 10/11.  
discrimination against blacks by merchants. utilities. 7/14.  
fraud at Oriental rug auctions. 8/14.  
headed for credit trouble. 11/3.  
how to get access to the news media. 11/13.  
inflation gives better bargaining position. Editorial. 10/15.  
insist on satisfaction. 10/8.

Consumer League of Nevada, survey about drug price advertising. 11/15.

Consumers League of New Jersey. 2/14.

#### Consumer's Research. 10/4.

resistance to milk prices. 8/5.  
sales tactics. 8/12; 8/13.  
shopping at special rates. 4/12.  
telephone book helps in New York. 12/2.  
tougher customer. 10/9.  
unbundling, charging separately for parts. 3/16.  
value for the money. 2/3.

#### Consumers League of New Jersey. 2/14

Michigan bill of rights for utility users. 10/3.

payment of damages for ruined credit rating. 6/2.

professional licensing boards. 5/3.

Consumers Voice; Philadelphia. 6/11.

Cooke, Alistair. 6/7.

Cools, Alta M. 12/4.

Corporate Power, antitrust best weapon against. 10/4.

Counter Commercials, how consumer can get access to the news media. 11/13.

Credit Cards, cash discounts. 6/14.

Credit. consumers headed for trouble. 11/3.

debt collection in distant courts. 4/2.

five department store chains bilking credit customers. 11/9.

payment of damages for ruined credit rating. 6/2.

ratings, not updated by stores. 10/15.

repossession. 7/5.

when to pay bills. 4/5.

when to pay. Letter to the editor. 6/16.

Credit Insurance. (See Insurance, Credit.)

Credit Life Insurance. (See Insurance, Credit Life.)

Cremation. 6/3.

Crib Safety. 1/5.

Crime Insurance. (See Insurance, Crime.)

Cruikshank, Nancy. 9/13.

Cruises, ships infested with cockroaches. 12/10.

Cummings, Gary. 10/7.

#### DDDDD

Daily Beacon, The. 4/7

#### Dairy Industry.

adulteration of products. 1/8.  
contaminated dairy feed. 12/15.  
increases in milk prices. 8/5.  
price-fixing. 12/4.  
price fixing in Arizona. 12/6.  
prices. 3/14; 10/13.  
survey of milk prices. 10/13.  
Dairylea Cooperative, Inc. 1/8.  
Danbury News-Times, The. 10/2.  
Dating, baby formula. 7/13.  
Dawson, David. 11/2.  
Dayton Daily News, The. 6/7; 10/3; 10/4; 11/2.  
consumer reporting. 11/10.

#### Death

by choking. 4/2.

Funerals. 6/3.

Debt collectors. 1/8; 4/2.

#### Debt.

alimony often not paid. Letter to the editor. 8/15.  
when to pay. 4/5.  
when to pay. Letter to the editor. 6/16.  
Deceptive Practices, during natural disasters. 6/2.

Deceptive Packaging: A Close Look at the California Department of Consumer Affairs. 12/7.

Degener, Jo. 6/15.

Delicatessen Food, contaminated. 12/5.

Demystifying Broadcasting. 11/9.

Denenberg, Herbert S. 4/11.

Dentistry, candy commercial. 12/10.

Denton, Frank. 12/6.

#### Department Stores.

five chains bilking credit customers. 11/9.  
getting into the banking business. 11/9.  
monopolizing shopping centers. 1/4.  
product safety. 4/2.

Des Moines Register, The. 10/12.

Des Moines Tribune, The. 11/9; 12/6.

Detroit Free Press, The. 1/3; 3/3; 11/3; 12/7.

Detroit News, The. 1/5; 2/2; 3/3.

Diamond, Steven L. 10/9.

Discount Stores, not always cheaper. 11/6.

Doctors. (See Physicians.)

Dole, Charles E. 3/4.

Dollars and Decisions. 2/12.

Dougherty, Philip H. 7/10.

Downie, Leonard, Jr. 5/5.

Drug Prices. 1/10; 2/12; 3/3; 10/2.

Florida. 12/3.

generic and brand name survey. 10/14.

#### Drugs

advertising. 1/10; 1/12; 11/15.  
child-proof bottle caps. 10/2.  
laxatives are dangerous. 10/8.  
patients should keep a medical history. 11/9.

payola to doctors. 4/15; 10/4.

payola to doctors. Letter to the editor. 6/16; 7/15.

price posting. 4/7.

Drury, Treasa. 2/11; 4/2.

#### EEEEEE

Editor & Publisher. 4/9.

Education. (See Vocational Education.)

Egg Beaters, sponsor of AMA television show. 9/11.

#### Electricity.

aluminum wiring a fire hazard. 8/3.

consumer action to reduce rates. 11/9.

Emergency Care Research Institute, The. 4/16.

Emergency Rooms, rating hospitals. 8/14.

Employment Agencies, bait and switch advertising. 10/7.

Encyclopedia Britannica, hard sales pitch. 11/9.

Ending Insult to Injury. 2/13.

Energy Crisis, oil companies' advertising. 4/9.

English, John W. 2/10; 5/9.

Environment. 9/13; 12/15.

#### Environment.

insecticides. Editorial. 6/15.

McDonald's and paper. 2/15.

Media & Consumer saves on paper. Editorial. 2/13.

recycling not reducing litter. 11/9.

Erlick, June. 1/4; 7/5.

consumer reporting. 5/10; 11/10.

Escrow Accounts. (See Banks.)

Europe, consumer reporting. 1/12.

Evaluating the Press: The New England Daily Newspaper Survey. 3/8.

Everybody's Money, nursing homes. 5/13.

#### FFFFF

Fair Packaging and Labeling Act of 1966. 6/7.

Fake Foods. (See Food, synthetic.)

False Advertising. (See Advertising.)

Family. 11/3.

Farmer, Jean, fights junk foods in school vending machines. 9/13.

Fasse, William. Letter to the editor. 7/15.

Fast food restaurants.

decoration. 12/16.

hamburger. 1/4.

sanitary conditions. 7/7.

Feature and News Service, in Chicago. 12/6.

Federal Communications Commission. 3/7.

more information on phone bills. 9/12.

Federal Reserve Board, Truth-in-Lending. 8/2.

Federal Trade Commission. 4/2; 5/2; 7/13.

credit ratings not upgraded. 10/15.

five department store chains bilking credit customers. 11/9.

funerals. 12/9.

insecticides. Editorial. 6/15.

press coverage of fraud orders. 9/7; 9/8; 9/9.

shopping centers. 1/4.

supermarket advertising. 6/6.

Feminine Deodorant Sprays. 4/3; 4/4.

Male Comfort Spray. 12/15.

Field, Robin. 2/11.

#### Fielding's Selected Favorites: Hotels &

Inns of Europe. 11/9.

Finance Companies, give loans not advice. 9/2.

Fire Safety. 1/5; 1/6; 1/7.

aluminum wiring a fire hazard. 8/3.

flammable sleepwear. Letter to the editor. 10/15.

flammable tents. 6/10; 10/6.

hazardous matchbooks. 12/10.

Fire, television documentary. 1/5; 1/7.

Firestone Tire & Rubber Company, automobile repairs. 2/2.

Firetrap, television documentary. 1/6.

Flammable sleepwear. Letter to the editor. 10/15.

Fleischmann's Margarine, sponsor of AMA television show. 9/11.

Florida, holder-in-due course law. 10/2.

Food. (See Also Bread; Dairy Industry; Fruit

Ice Cream; Meat; Packaging; Produce Grading; Supermarkets.)

#### Food.

advertising on television. 7/13.

artificial flavor seems natural. 7/2.

automated checkout counters in supermarkets and not marking food with prices. 9/3; 9/4; 9/5.

availability in the world. 5/5.

consumer action. 7/13.

contaminated. 11/2.

contaminated dairy feed. 12/15.

contaminated meat. 3/7.

convenience food no bargain. 11/3.

delicatessen food contaminated. 12/5.

Food & Drug Administration's attempt to clean up the nation's food processing. Editorial. 9/6.

frozen sausage. 12/4.

ice cream weight. 12/10.

junk food in school vending machines. 9/13.

labeling. 1/14.

National Chicken Cooking Contest. 7/10.

newspaper food sections. 7/8; 12/11; 12/12.

packaging. 6/7.

price-fixing. 12/4.

price-fixing in Arizona. 12/6.

prices. 1/15; 3/14; 3/15; 10/4.

automated checkout counter. 12/5.

bread price-fixing. 7/7.

chickens, split breasts. 12/3.

convenience food no bargain. 11/3.

do-it-yourself surveys. 2/12.

dual-pricing. 7/7; 10/4.

packaging. 6/7.

re-pricing by supermarkets. 7/7; 10/4.

re-pricing by supermarkets. Editorial. 7/14.

resistance to milk prices. 8/5.

restaurants use synthetic foods. 8/8; 8/10.

survey of milk prices. 10/13.

private labels. 6/2.

recalled. 11/15.

reporting, The New York Times. 2/10.

restaurants use synthetic foods. 8/8; 8/10.

synthetic coffee whitener. 10/4.

synthetic foods. 8/10.

Food and Drug Administration. 1/14; 2/3.

asked to limit sugar in cereals. 11/9.

blood banks. 12/3.

blood donors. 4/7.

cleaning up the nation's food processing. Editorial. 9/16.

contaminated food. 11/2.

feminine deodorant sprays. 4/3.

Food Marketing Consumer Action. 7/13.

Food Technology. 4/2.

Football, false advertising. 1/5.

#### Ford Motor Co.

ends gifts and junkets to newsmen. 9/11.

payment of damages for credit rating damage. 6/2.

secret extension of warranties. 9/14.

Freese, Mildred. 4/12.

Fruit, produce grading. 1/3.

Fuel Shortage, utilities advertising. 2/7.

Fuel storage. 1/8.

Funerals. 2/11; 6/3; 6/5; 12/8.

Letter to the editor. 8/15.

ambulance service. 4/2.

Editorial. 6/16.

Funt, Peter. 11/11.

Furniture, retailers rate the manufacturers. 11/7.

#### GGGGG

Gallagher Report. 8/14.

Gasoline. (See also Service Stations.)

Gasoline. 3/2.

stations must post prices in Cleveland. 10/4.

weather changes the size of the gallon. 8/2.

Gasoline Shortage. 1/8.

Gasoline. (See also Service Stations.)

Gates, Ralph 'Pearly'. 6/5.

Gavzer, Bernard. 6/10.

Genetics, nuclear power less dangerous than tight pants. 12/4.

Gilgoff, Henry. 3/2.

Gimbel Brothers, Inc., monopolizing shopping centers. 1/4.

Gino's See Kentucky Fried Chicken.)

Glasser, Theodore L. 5/11.

Gold, Bill. 1/2.

Gold, Gerald. 4/7; 7/2.

Goldstein, J. C., Letter to the editor. 6/16.

Gorlach, Robert. 12/13.

Gossage, Howard. 5/10.

Gourmet, Letter to the editor. 2/16.

Greyser, Stephen A. 10/9.

Gribbin, August. 5/14.

Guggenheimer, Elinor. 2/12 Letter to the editor. 5/16.

#### HHHHH

Haigley, Harry. 12/3.

consumer reporting. 11/10.

Haiman, Robert. 3/9.

Halberstam, Michael J. Letter to the editor. 7/15.

Halper, Emanuel B. 3/5.

#### Hamburger

contaminated ground meat. 12/6.

fast-food outlets. 1/4.

switching cuts. 12/13.

Hardin, David K. Letter to editor. 1/16.

Harding, Ralph. 1/7.

Harper's. 10/8.

Hart, Joy. 4/8; 5/7; 11/12.

Hartz, Jim. 6/10.

Harvard Business Review, The. 1/8; 1/16; 10/9.

Hasman, Karen. 10/2; 11/6.

Hastings, Jack. 3/2; 11/9.

Hawaii, gasoline expands in hot weather. 8/2.

Hawley, Peter. 12/8.

Hazardous Cargoes. (See Airlines.)

Health Care. (See Also Medical Care.)

#### Health Care.

bust developers are health hazards. 7/2; 12/6.

increase in costs. 6/3; 12/10.

rating hospital emergency rooms. 8/14.

Health Insurance. (See Insurance, Health.)

Health Research Group.



automobiles. 2/3.  
banks. 8/2.  
not reported by newspapers. 11/11.  
**International Consumer.** 1/12.  
**International Telephone and Telegraph Technical Institute.** 5/3.  
Irvin, Robert W. 1/5.  
Isaacs, Norman. 11/11.

## J J J J J

Jessen, Audrey. 11/16.  
Johnston, David. 12/15.  
Jones, Julie Quincy. Letter to the editor. 8/16.  
**Journalism.** Douglas Campbell resigns from newspaper. 9/11.  
**Journalism, gifts and junkets.** 2/8; 7/10; 9/11.  
**Journalism, gifts and junkets by sportswriters.** 11/11.  
**Journalism.**  
how to rate newspapers. 3/8; 3/9.  
Letter to the editor. 5/16.  
National Press Club awards for consumer reporting. 11/11.  
**Reader's Digest** and advertising. 3/8.  
travel writing. Letter to the editor. 5/16.  
Julius, Al. 9/11.  
Junk Mail. 12/14.  
**Junket Journalism.** (See *Media, News, gifts and junkets.*)

## K K K K K

Katz Barbara. 1/2.  
**KDKA-Radio,** recalled food. 11/15.  
**KDKA-TV.** 9/11.  
Kennedy and Cohen, sales tactics. 8/13.  
**Kentucky Fried Chicken**  
cleanliness found important in consumer survey. 7/7.  
no bathrooms. Letter to the editor. 9/16.  
**Kentucky.**  
consumer legislation. 5/15.  
holder-in-due course law. 10/2.  
Kessler, Ronald. 8/4.  
**KFDI-Radio.** 10/4.  
King, Robert C. 7/10.  
King, Sharon. 12/3; 12/10.  
Klapper, Byron. 11/3.  
Klassen, Elmer T. 8/4.  
Kline, James E. Letter to the editor. 8/15.  
Klobuchar, Jim. 7/3.  
Knauer, Virginia. 8/5.  
automobile arbitration boards. 1/5.  
**KNBC-TV.** 12/4.  
Kneeland, Carole. 11/4.  
**Knickerbocker News-Union Star, The.** 9/2.  
Knopes, Carol. 9/2.  
Konesko, Nancy. 7/2.  
**KPRC-TV.** 11/4.  
**KTSM-TV,** consumer reporting. 11/12.  
Kunen, James S. 12-6.  
Kuser, R. George, Jr. Letter to the editor. 7/15.  
**KWTV,** consumer reporting. 5/7.  
**KYW-TV.** 10/6.

## L L L L L

**Labeling.** (See *Also beer; food; packaging.*)  
**Labeling.**  
Listerol and Listerine. 4/2.  
pre-frozen sausage. 12/4.  
private versus brand labels. 6/2.  
**Lakeland (Fla.) Ledger, The.** 1/4.  
consumer reporting. 5/9; 11/10.  
test of hamburger in fast-food outlets. 1/4.  
Lasher, Albert C. 5/6.  
Latour, Genevieve E. Letter to the Editor. 2/16.  
Laub, Noreen, consumer action. 8/15.  
**Lawyers.**  
consumer complaints against. 8/2.  
high costs stop consumer legal action. 9/13.  
how to find one. 4/11.  
title insurance kickbacks. 6/10.  
unlicensed in Yellow Pages. 12/10.  
**Laxatives,** dangerous. 10/8.  
**Legal Fees,** insurance for. 12/10.  
**Legal Insurance.** (See *Insurance, Legal.*)  
Lehrke, Bruce. 1/12.  
**Licensing boards.** (See *Professional licensing boards.*)  
Lieberman, Trudy. 1/3; 3/3; 11/3; 12/7.  
Liebert, Robert. 1/14.  
**Lien Laws.** (See *Also Hotels.*)  
**Lien Laws,** round up of court cases. 10/8.  
**Life Insurance** (See *Insurance, Life.*)  
Lightman, David. 4/7.  
**Linens,** increase in price for smaller size. 5/2.  
Lipson, Benjamin. 10/15.  
**Liquor.** (See *Alcoholic Beverages.*)  
Litter, recycling not reducing. 11/9.  
**Livestock.**  
contaminated dairy feed. 12/15.  
feed on own manure. 2/3.  
Livingston, Victor. 11/15.  
**Loans.** (See *Also Banks.*)  
**Loans.**  
Beneficial Finance Co. 3/2.  
credit life insurance. 11/6.

finance companies give loans not advice. 9/2.  
repossession. 7/5.  
second mortgages. 7/3; 7/4.  
Locklin, Bruce. 9/2.  
**London (Ont.) Free Press, The.** 2/3.  
**Los Angeles Dodgers,** ticket prices. 3/15.  
**Los Angeles Times, The.** 5/2; 8/2; 11/2.  
**Louisville Courier-Journal, The.** 6/2; 10/2.  
**Louisville Times, The.** 1/4; 3/2; 3/3; 5/2; 10/9.  
consumer reporting. 11/10.  
Lyons, John and Christine. 6/8.

## M M M M

MacDonald, Kenneth. 10/12.  
**Magazines,** for physicians. 1/12.  
**Mail.** (See *Postal Service.*)  
**Mailing Lists,** junk mail. 12/14.  
**Mail-Order Catalogues,** junk mail. 12/14.  
**Maine Public Interest Research Group.** (See *Also New Jersey Public Interest Research Group; New York Public Interest Research Group; Public Interest Research Group.*)  
**Maine Public Interest Research Group.** 2/6.  
**Male Comfort Spray.** 12/15.  
**Malpractice.** (See *Physicians.*)  
**Manchester Guardian, The.** 2/13.  
Mandel, Bill. 12/12.  
Manning-Anderson, Joanne. 9/4.  
**Marketing Practices,** survey. 1/16.  
**Marketing Survey,** Venturi, Inc. 5/11.  
Letter to the editor. 7/15; 7/16; 8/16.  
Marzella, Michael. 1/15; 10/5.  
consumer reporting. 11/10.  
**Mass Transit,** advertising. 7/10.  
**Massachusetts,** automobile repair, garage liens. 1/4.  
**Massachusetts Consumer Council,** Boston papers didn't cover unit pricing story. 10/12.  
**Matchbooks,** fires. 12/10.  
Mattimeo, George H. 8/2.  
McCaffrey, Patrick J. 7/14.  
McCarthy, Colman. 8/10.  
McCulloch, Jeff. 10/5.  
**McDonald's**  
overpackaging. 2/15.  
takes Ronald McDonald seriously. 10/4.  
**Meat.**  
buying in bulk. 2/3; 9/6.  
chickens, split breasts. 12/3.  
contaminated. 3/7; 5/5; 12/6.  
delicatessen food contaminated. 12/5.  
fat content of beef sausages. Editorial. 8/15.  
ground meat, switching cuts. 12/13.  
labeling. 1/5.  
livestock feed on own manure. 2/3.  
National Meat Test follow-up. 1/4.  
not good in Cleveland. 11/2.  
pre-frozen sausage. 12/4.  
quality of ground meat. 3/14.  
sold under a special light. 3/12.  
**Media & Consumer.**  
Letter to the editor. 12/16.  
saves on paper. Editorial. 2/13.  
sells back copies. 7/16; 8/16.  
service to readers. 9/16.  
special classroom rates. 10/16.  
tax exempt status. 1/15.  
**Media Industry Newsletter.** 2/7.  
**Media, News.** 2/9.  
advertising. 5/10.  
advertising pressure on newspapers. 10/12.  
consumer newsletters. 6/11.  
consumer reporting felt inadequate. 10/11.  
coverage of FTC fraud order against Sears, Roebuck & Co. 9/8; 9/9.  
gifts and junkets. 2/8; 9/11.  
gifts and junkets. Editorial. 5/14.  
how consumers can get access to. 11/13.  
**Medical Care.** (See *Also Health Care.*)  
**Medical Care,** patient should be given records. 1/4.  
**Medical Economics.** 10/4; 11/9.  
**Medical Records,** privacy of. 9/15.  
**Medical Tribune.** 11/9.  
**Medicare Report.** 10/8; 11/2; 12/18.  
Mellis, Robert, consumer reporting. 11/10.  
**Memphis Commercial Appeal, The.** 7/10.  
Merrill, Art. 3/11.  
Metric System, conversion to. 8/11; 8/12.  
Letter to the editor. 11/16.  
Meyer, Sylvan. 2/9.  
**Miami Herald, The.** 9/2.  
**Miami News, The.** 12/3; 12/10.  
consumer reporting. 11/10.  
**Michael Reese Medical Center,** recalling patients. 7/2.  
**Michigan Association for Consumer Protection,** The, Michigan, bill of rights for utility users. 10/3.  
**Mi'igan Citizens Lobby.** 2/2.  
**Milk.** (See *Dairy Industry.*)  
Mills, Josh. 9/11.  
**Milwaukee Journal, The.** 7/10; 12/5.  
nursing homes. 5/13.  
**Minneapolis Star, The.** 6/2; 6/3; 7/3; 7/10.  
consumer reporting on automobile repair. 8/6; 8/7.  
**Minneapolis Tribune, The.** 2/3.  
Mittenthal, Sue. 5/3; 12/16.  
Mleczko, Lou. 3/3; 10/3.

**Mobil Travel Guide.** 12/10.  
**Mobil Oil Corp.** 1/8.  
**Mobile Homes.** 3/3.  
**Modern Bride,** advertising. 4/9.  
Mogavero, Donald T. 11/13.  
**Money.** 2/12; 6/15; 12/10.  
**Moneysworth.** 1/5; 10/8.  
**More.** 2/9; 11/9.  
Moriarty, Gisela. Letter to the editor. 6/16.  
Morrison, James. 4/10.  
**Mortgages**  
escrow accounts in Maryland. 10/4.  
rebates. 11/2.  
Second. 7/3; 7/4.  
Moskowitz, Milton. 5/15; 10/4.  
Moss, Sen. Frank. 3/7.  
Mottern, Nicholas A. 6/11.  
**Movies,** commercials at theaters. 12/10.  
Myers, Wes. Letter to the editor. 7/15.

## N N N N N

Nader, Ralph. 3/14.  
**Nation, The.** 5/5.  
**National Advertising Review Board.** 2/7.  
regional one set up in New York. 11/9.  
**National Chicken Cooking Contest.** 7/10.  
**National Consumers League.** 7/13; 12/2.  
**National Foundation of Funeral Service.** 12/8.  
**National Highway Traffic Safety Administration (NHTSA)** 7/2. warns about space-saver tire. 10/4.  
**National Home Furnishings Association,** furniture retailers rate the manufacturers. 11/7.  
**National Meat Test.** 3/7.  
follow-up. 1/4.  
**National Observer, The.** 1/2; 5/14; 9/6; 10/4; 11/2; 12/10.  
**National Press Club,** consumer reporting awards. 3/9; 11/11.  
**Nation's Restaurant News.** 4/2; 5/6; 6/14; 7/7.  
**Nationwide Mutual Insurance Company.** 7/2.  
**Natural Disasters,** deceptive business practices. 6/2.  
**New Brunswick (N.J.) Home News, The.** 3/3.  
**New England Business Journal, The.** 12/10.  
**New England Journal of Medicine.** 1/4.  
**New Jersey Public Interest Research Group.** (See *Also Maine Public Interest Research Group; New York Public Interest Research Group; Public Interest Research Group.*)  
**New Jersey Public Interest Research Group.** 3/14.  
**New Jersey,** second mortgages. 7/3; 7/4.  
**New Times.** 10/4; 11/9; 12/16.  
**New York Daily News, The.** 1/8; 9/11.  
**New York.** 11/8.  
**New York Public Interest Research Group.** (See *Also Maine Public Interest Research Group; New Jersey Public Interest Research Group; Public Interest Research Group.*)  
**New York Public Interest Research Group.** 3/3; 12/7.  
**New York Regional Consumer Protection Council.** 1/8.  
**New York State,** doesn't enforce shortweighting laws. 10/2.  
**New York Times Sunday Magazine, The.** 7/13.  
**New York Times, The.** 1/8; 2/7; 2/9; 4/4; 4/7; 5/2; 5/6; 6/7; 7/2; 7/10; 8/2; 10/2; 10/4; 11/9; 11/11; 12/10; 12/12.  
consumer reporting. 2/10.  
interest rates. 11/11.  
**News from ACP.** 11/15.  
**News Media.** (See *Media, News.*)  
**Newsday.** 3/2; 3/14; 10/6.  
consumer action. 8/15.  
**Newspapers.**  
action lines. 7/10.  
advertising claims tests. 11/10.  
advertising pressure on. 10/12.  
Boston papers didn't cover unit pricing story. 10/12.  
chain has an ombudsman. 11/9.  
consumer reporting. 12/12.  
consumer reporting felt inadequate. 10/11.  
food sections. 7/8; 12/11; 12/12.  
gifts and junkets. Letter to the editor. 7/15.  
gifts and junkets of sportswriters. 11/11.  
how consumers can get access to the news media. 11/13.  
how to rate them. 4/8; 4/9.  
how to rate them. Letter to the editor. 5/16.  
interest rates of banks not reported by. 11/11.  
**National Press Club** (wards for consumer reporting. 3/9; 11/11.  
paper shortage and quality. Editorial. 2/13.  
press coverage of FTC fraud order against Sears, Roebuck & Co. 9/8; 9/9.  
separate advertising sections. 3/9.  
sold out to advertisers. 9/7; 9/8; 9/9.  
**The Washington Post** markets Nixon's resignation. 9/10.  
**Newsweek.** 12/10.  
Nichols, Charles. 12/8.  
Nigut, William. 1/15; 9/3.  
Nix, Melinda. 1/8.  
Nixon, Richard M., **The Washington Post** markets Nixon's resignation- 9/10.

**No-Fault Accident Insurance.** 2/13.  
**No-Fault Automobile Insurance,** paying twice. 3/3.  
**Noise Pollution,** on television and radio. Letter to the editor. 9/16.  
**Non-Commissioned Officers Association,** life insurance. 11/3.  
**Norfolk, (Va.) Ledger Star, The.** 10/4.  
Novick, Sheldon. 12/15.  
**Nuclear power,** less dangerous than tight pants. 12/4.  
**Nuclear Power Plants,** Texas police investigate an opponent of. 10/3.  
**Nursing Homes.** 2/7; 5/13.  
lack of money. Letter to the editor. 10/15.  
quality of kitchens. 1/4.  
**Nutrition.**  
convenience foods. 11/3.  
junk foods in school vending machines. 9/13.  
school lunches. 4/2.

## O O O O O

O'Connell, Jeffrey. 2/13.  
**Oil Companies,** advertising. 4/9.  
**Oklahoma,** consumer reporting. 5/7.  
Olsen, Francis. 7/6.  
**Ombudsman,** for newspaper chain. 11/9.  
O'Neill, Gerard M. 5/3.  
**Oriental Rug Auctions,** fraudulent. 8/14.  
Osborne, Cecil. 6/5.  
**Outstanding Young Women of America, The,** almost admits a dog. 12/2.

## P P P P P

**Packaging.**  
drug bottle caps. 10/2.  
food. 6/7.  
McDonald's overpackages. 2/15.  
short count. 3/11; 10/9.  
toys. 12/10.  
**Pam,** sniffing is dangerous. 11/9.  
**Paper.**  
McDonald's overpackages. 2/15.  
**Media & Consumer** saves on. Editorial. 2/13.  
Paulson, Morton C. 9/6; 11/2.  
**Paying Through the Ear.** 5/2.  
**People and Taxes.** 1/14; 10/4.  
Perlin, Monica Wilch. Letter to the editor. 12/16.  
**Personal Finance.**  
bill paying. 4/5.  
bill paying. Letter to the editor. 6/16.  
interest rates. 4/13.  
**Pesticides,** in tobacco and cigarettes. 11/9.  
Peterson, Michael E. 10/8.  
**Philadelphia Bulletin, The,** nursing homes. 5/13.  
**Philadelphia Inquirer, The.** 5/14.  
newspaper advertising. 12/12.  
**Photo Weekly.** 12/4.  
**Physicians.**  
bad ones don't lose licenses. 10/4.  
consumer directory of. 3/14.  
increase fees. 6/3; 12/10.  
magazines for. 1/12.  
malpractice. 2/3; 11/2.  
Letter to the editor. 6/16; 7/15.  
recalling patients. 7/2.  
unlicensed in Yellow Pages. 1/8; 4/7; 10/6; 10/10.  
**Pinckney, Cathey.** 7/11.  
**Pinckney, Cathey and Edward.** 9/15.  
**Pittsburgh Post Gazette, The.** 9/7.  
gifts and junkets. 4/9.  
**Plastic,** refrigerator parts breaking. 1/5.  
**Plastics,** fire hazards. 1/5; 1/6; 1/7.  
**Plumche, Hester.** 12/8.  
**Playgrounds,** safe. 12/10.  
**Plymouth, Purple Dusters.** 10/6.  
**Point of View.** 12/12.  
**Police.**  
Kansas police get unsolicited Mace. 10/4.  
Michigan state police investigate The Michigan Association for Consumer Protection. 10/3.  
Texas police investigate an opponent of nuclear power plants. 10/3.  
**Politics,** Michigan state police investigate The Michigan Association for Consumer Protection. 10/3.  
**Pollock, Francis.** 9/16.  
Editorial. 6/15; 7/14.  
**Polyurethane foam.** 1/5; 1/6; 1/7.  
**Pomeroy, Robert,** Texas police investigate because of opposition to nuclear power plants. 10/3.  
**Posert, Harvey.** Letter to the editor. 8/16.  
**Postal Service.** 8/4; 8/5.  
Pothier, Dick. 5/14.  
Powell, Adam. 2/9.  
Powers, Ron. 1/12.  
**Prescription Drugs.** (See *Drugs.*)  
**Press.** (See *Media, News; Newspapers.*)  
**Press Censorship Newsletter, The.** 2/7.  
Priol, Frank J. 2/7; 12/12.  
**Privacy.**  
junk mail. 12/14.  
medical records. 9/15.  
police investigate consumer activists. 10/3.  
**Produce,** grading. 1/3.



**Product Safety.** 3/7.  
retail chains. 4/2.  
**Professional licensing boards.** 5/3.  
**Progressive Grocer.** 5/5.  
**Progressive, The.** 7/14; 10/4.  
**Providence (R. I.) Journal and Bulletin, The.** 12/12.  
**PTA Magazine, The.** 9/13.  
**Public Broadcasting Service's Behind the Lines.** 2/8.  
**Public Interest Law Suits,** hindered by high legal fees. 9/13.  
**Public Interest Letter.** 11/9.  
**Public Interest Research Group.** (See Also *Maine Public Interest Research Group; New Jersey Public Interest Research Group; New York Public Interest Research Group.*)  
**Public Interest Research Group, in Michigan.** 2/6.  
**Public Issues.** 1/4.  
**Public Relations.**  
for rodeos. 1/12.  
junket journalism. 2/9.  
**Public Service Commission of New York,** consumer runaround. 9/13.  
**Public Utilities Fortnightly.** 12/4.

## Q Q Q Q Q

**Quill, The.** 2/8.  
**Quinn, Matt.** 10/6.

## R R R R R

**Racial Discrimination.** (See *Blacks.*)  
**Radio.** (See Also *Media, News.*)  
**Radio.**  
how consumers can get access to the news media. 11/13.  
noise pollution in advertising. Letter to the editor. 9/16.  
**Railroads.** 1/8.  
**Ranney, Mike.** Letter to the editor. 7/16.  
**Raspberry, William.** 3/10.  
**Reader's Digest,** advertising. 3/8; 6/6.  
**Real Estate.**  
apartment leases. 3/5.  
apartment rental agencies. 6/6; 11/2; 12/6.  
building codes. 12/2.  
condominiums. 5/5.  
home-hunter's agency. 10/4.  
kickbacks on title insurance. 6/10.  
land resales business. 9/6.  
**Real Estate Review.** 3/5.  
**Real Paper, The.** 6/6; 12/6.  
**Record Club of America.** 12/10.  
**Record, The,** of Bergen County, N.J. 9/2.  
**Recycling,** not reducing litter. 11/9.  
**Redding, Gwen.** Letter to the editor. 8/15.  
**Refrigerator Parts,** made of plastic. 1/5.  
**Relf, Rita.** 5/2.  
**Reitze, Arnold and Glenn.** 9/13.  
**Remodeling, Home.** 7/11.  
**Remy Martin,** cognac prices higher in U. S. 12/12.  
**Reno, Robert.** 1/9.  
**Rentex,** apartment rental agencies. 10/4; 11/2; 12/6.  
**Repairman,** frauds. 12/6.  
**Reporter Dispatch (White Plains, N.Y.), The.** 12/13.  
**Repossession.** 7/6.  
Supreme Court. 7/15.  
**Restaurant Critics.** Letter to the editor. 2/16.  
**Restaurants.**  
bathrooms. Letter to the editor. 9/16.  
credit card cash discounts. 6/14.  
death by choking. 4/2.  
fast food chains, decoration. 12/16.  
*Mobil Travel Guide.* 12/10.  
sales tax. 1/2.  
sanitary conditions. 3/3; 5/6.  
of fast-food outlets. 7/7.  
service. 10/4.  
synthetic coffee whitener. 10/4.  
use of synthetic foods. 8/8; 8/10.  
**Retail Stores.**  
discount stores not always cheaper. 11/6.  
don't clear customer credit ratings. 10/15.  
protest shoddy merchandise. Editorial 2/13.  
spiffs. 12/4.  
**Retired Professional Action Group.** 5/2.  
**Reutter, Mark.** 4/3.  
**Rice, William.** 8/12.  
Letter to the editor. 2/16.  
**Richmond Times-Dispatch, The.** 10/4.  
**Rivers, Caryl.** 6/7.  
**Rout, Ron.** 6/7; 10/3; 10/4; 11/2.  
**Robinson, Sharon.** 7/8; 8/8.  
**Rochester Patriot, The.** 5/2; 10/4.  
**Rockville, (Conn.) Journal Inquirer, The.** 10/4.  
**Rodeo News.** 1/12.  
**Rodeos,** public relations. 1/12.  
**Roll, Sue.** 12/6.  
**Rolling Stone.** 12/10.  
**Rosenthal, Cong. Benjamin S.** 12/10.  
**Ross, Donald.** 3/3.  
**Ross, Phyllis.** 6/14.  
**Roth, Evan.** 1/8.  
**Royko, Mike.** 3/12.  
harassing telephone calls. 6/15.

**Rush, Roger.** 1/14.

## S S S S S

**Saginaw (Mich.) News, The.** 7/12.  
**Sales Management.** 3/16; 10/4.  
**Sales Tactics.** 8/12; 8/13.  
**Sales Tax.** (See *Taxes, Sales.*)  
**San Francisco Bay Guardian, The.** 4/7; 3/14; 11/2.  
follow-up on National Meat Test. 1/4.  
**San Francisco Chronicle, The.** 5/15; 10/4.  
**San Francisco Consumer Action.** 2/4; 12/7.  
**San Francisco Consumer Action News.** 6/11.  
**Santa Monica (Cal.) Evening Outlook, The.** 11/9.  
**Saturday Review/World.** 2/3.  
**Sausage,** pre-frozen. 12/4.  
**Savings,** interest rates. 4/13.  
**Saxbe, William.** 12/4.  
**Scanlan, Christopher.** 10/4; 11/2.  
**Shampoos,** advertising claims. 12/7.  
**Schmidt, Larry.** 10/6.  
**School Buses** (See Also *Buses.*)  
**School Bus Safety.** 4/10; 6/6.  
Letter to the editor. 6/16.  
**School Lunches,** nutrition of. 4/2.  
**Schools,** junk foods in vending machines. 9/13.  
**Sears, Roebuck & Co.,** press coverage of FTC fraud order. 9/8; 9/9.  
**Seat Belts,** for bus passengers. 5/14.  
**Seattle Department of Licenses and Consumer Affairs.** 6/6.  
**Seattle Post-Intelligencer, The.** 2/2.  
**Second Mortgages.** 7/3; 7/4.  
**Security Consumer Discount.** 7/3; 7/4.  
**Seldes, George.** 9/7; 9/8.  
**Selling Game: How to Duck a Bad Pitch, The.** 8/12.  
**Serlis, Harry G.** Letter to the editor. 11/16.  
**Service Stations.** 3/2.  
advertising. 1/15.  
must post gas prices in Cleveland. 10/4.  
**Servicemen,** life insurance. 11/3.  
**Sevin, Editorial.** 6/15.  
**Sex,** in advertising. 5/14.  
**Shopper's Guide to Lawyers, A.** 4/11.  
**Shopping.**  
adding machine cheating. 3/10.  
automated checkout counters. 9/3; 9/4; 9/5; 12/5.  
checkout man at supermarket a thief. 11/8.  
discount stores not always cheaper. 11/6.  
special sales. 4/12.  
**Shopping Centers.** 1/4.  
**Shoquist, Joseph W.** Letter to the editor. 7/15.  
**Short Count** (See *Packaging.*)  
**Shortweighting.** 3/14; 2/3.  
Arizona. 3/2.  
buying bulk beef. 9/6.  
New York State doesn't enforce laws. 10/2.  
some packages have a short count. 3/11.  
**Sinclair, Molly.** 9/2.  
**Siren, Raymond L.** 1/6.  
**Slats Grobnik and Some Other Friends.** 3/12.  
**Small Claims,** go unpaid. 10/2.  
**Smith, Gordon E.** Letter to the editor. 5/16.  
**Society of American Business Writers,** gifts and junkets. 7/10.  
**Southern Newspaper Publishers Association Foundation (SNPAF).** 10/11.  
**Spake, Amanda.** 10/4.  
**Spitz, Suzanne.** 2/6.  
**Sport,** advertising. 8/7.  
**Sports Illustrated.** 3/15.  
**Sports,** ticket prices in Dodger Stadium. 3/15.  
**Sportswriters,** gifts and junkets. 11/11.  
**St. Petersburg Times, The.** 1/15; 3/9; 4/2; 10/2; 10/5; 10/9; 11/15; 17/7.  
consumer reporting. 11/10.  
nursing homes. 5/13.  
**Standard Brands,** sponsor of AMA television show. 9/11.  
**Stern, Don.** 10/8.  
**Stossel, John.** 9/6.  
**Strategies for the Harassed Bill Payer.** 4/5.  
**Suvaru 360.** 3/2.  
**Sue Crafton Travel Service,** shady dealings. 9/2.  
**Sunoco,** advertising. 1/15.  
**Supermarket News.** 5/5; 6/6; 7/7; 10/8; 12/4; 12/5.  
**Supermarkets.**  
adding machine cheating. 3/10.  
advertised specials. 7/13.  
advertising. 6/6.  
automated checkout counter. 9/3; 9/4; 9/5; 12/5.  
cash register thieves. 11/8.  
delicatessen food contaminated. 12/5.  
dual-pricing. 7/7; 10/4.  
marketing techniques. 5/5; 10/8.  
pre-frozen sausage. 12/4.  
produce grading. 1/3.  
public relations blitz. 7/7.  
refusing spoiled foods. 2/11.  
re-pricing. 7/7; 10/4.  
Editorial. 7/14.  
sanitary conditions. 10/5.  
selling meat under a special light. 3/12.  
use computers instead of checks. 10/4.  
**Supreme Court,** repossession. 7/5.

automobile repossession. 3/11.  
**Surgery, malpractice.** 11/2.  
**Sylvania Service Co.,** television repair. 9/2.  
**Synthetic Foods.** (See *Food.*)

## T T T T T

**Tampa Tribune, The.** 12/3.  
**Tapp, Charles W.,** Letter to the editor. 11/16.  
**Tavoulareas, William P.** 1/8.  
**Taxes.**  
automobile dealers overcharge on sales tax. 6/3.  
loans for refund. 3/2.  
Sales, Restaurants. 1/2.  
**Taxicabs,** how to ride. 10/5.  
**Taylor, Rivian.** 1/10.  
**Telegrams,** bad service. 12/10.  
**Telephone Solicitors.** 3/3.  
Letter to editor 1/16.  
**Telephones.**  
abusive calls. 3/7.  
consumerism in the Ohio Yellow Pages. 10/4.  
extension costs. 2/12.  
harassing calls. 6/15.  
holiday rates. 9/13.  
interfaces required by phone company. 9/2.  
long distance rates. 5/2.  
more information on phone bills. 9/12.  
telephone book helps in New York. 12/2.  
Yellow Pages advertising, child care centers. 11/4.  
unlicensed physicians. 1/8; 4/7; 10/6; 10/10; 12/10.  
unlicensed doctors and lawyers. 12/10.  
**Television.**  
(See Also *Advertising, television; Media, News.*)  
**Television.**  
advertising. 2/9.  
advertising. Cartoon. 8/15.  
advertising (correction). 4/15.  
advertising food. 7/13.  
advertising nauseating. 7/13.  
advertising within shows. 11/11.  
automobiles on television and in movies. (correction). 4/15.  
Canada bans subliminal ads. 11/9.  
Children's, advertising. 1/14.  
consumer reporter fired. 11/12.  
consumer reporting. 1/5; 1/6; 1/7.  
consumer reporting felt inadequate. 10/11.  
how consumers can get access to the news media. 11/13.  
noise pollution in advertising. Letter to the editor. 9/16.  
Repair. 12/6.  
Sylvania Service Co. 9/2.  
Standard Brands is sponsor of AMA television show. 9/11.  
**Television Digest.** 12/10.  
**Tents,** fire hazards. 6/10; 10/6.  
**Texas,** state police investigate opponent of nuclear power plants. 10/3.  
**Theaters,** commercials at the movies. 12/10.  
**Thomas Cook North America,** cheaper travelers checks. 8/14.  
**Thompson, Beverly W.** 3/3.  
**Time.** 3/9; 10/4.  
**Tipsters International,** restaurant service. 10/4.  
**Tires.**  
space-saver spare dangerous. 10/4.  
warranties. 6/15.  
**Title Insurance.**  
(See *Insurance, Title.*)  
**Titles,** official sounding titles for unofficial agencies. 8/2.  
**Tobacco,** pesticides in. 11/9.  
**Today's Health,** television show sponsored by Standard Brands. 9/11.  
**Tooth Decay,** candy commercial. 12/10.  
**Torch, The,** of Ferris State College, consumer reporting. 4/8.  
**Toys.**  
advertising in comic books. 12/3.  
packaging. 12/10.  
**Trans World Air Lines,** advertising on flights. 8/2; 10/4.  
**Travel Agents,** shady dealings. 9/2.  
**Travel,** Fielding's travel guide. 11/9.  
**Travelers Checks,** cheaper from Thomas Cook North America. 8/14.  
**Trillin, Calvin.** 2/9.  
**Truth-in-Lending,** banks. 8/2.  
**Tuchinsky, Joseph.** 2/6.  
**U U U U U**  
**Unbundling,** charging separately for parts. 3/16.  
**Underwriters Laboratories.** 1/5; 1/7.  
aluminum wiring a fire hazard. 8/3.  
attacked by consumers. Letter to the editor. 12/16.  
what it does. 4/16.  
**Unger, Craig.** 12/6.  
**Unit Pricing.** 2/12.  
Boston papers didn't cover story. 10/12.  
Letter to the Editor. 5/16.  
**United Press International.** 11/9.  
**U. S. News & World Report.** 6/7; 10/4; 11/9.  
**U.S. Postal Service.** (See *Postal Service.*)

**Utilities.**  
advertising. 2/7.  
bill of rights for users, Michigan. 10/3.  
billing practices. 11/15.  
consumer action reduces rates. 11/9.  
discrimination against blacks. 7/14.  
gifts and junkets. 9/11.  
rate increases in Arkansas. 12/10.

## V V V V V

**Vaginal Sprays.** (See *Feminine Deodorant Sprays.*)  
**Vaughan, Peter.** 8/6.  
**Vegetables,** produce grading. 1/3.  
**Vena, Andrew.** Letter to the editor. 9/16.  
**Vending Machines.** 3/12.  
junk foods in schools. 9/13.  
synthetic coffee whitener. 10/4.  
**Venturi, Inc.**  
advertising marketing survey. 5/11.  
Letter to the editor. 7/15; 7/16; 8/16.  
**Vernon (Conn.) Journal Inquirer, The.** 11/2.  
consumer reporting. 11/10.  
**Vincent, Faith,** consumer reporting. 11/10.  
**Virginia Citizens Consumer Council.** 7/13.  
**Visual Dynamics Companies.** 3/4.  
**Vocational Education,** inadequate private schools. 5/3.  
**Voice of the Consumer.** 6/6.  
**Voice of the Virginia Consumer, The.** 11/16.  
**Volkswagen,** paint chipping. 7/10.  
**Vollbrecht, John.** 3/16.

## W W W W W

**Wall Street Journal, The.** 2/2; 4/6; 4/9; 6/2; 6/7; 7/2; 10/4; 11/3; 11/9.  
**Walsh, Charles.** 9/12.  
Editorial. 9/16.  
**Wantuck, Karen E.** Letter to the editor. 4/16.  
**Ward's Auto World.** 5/5.  
**Warranties.**  
automobile manufacturers keep secret extended warranties. 9/14; 10/6.  
tires. 6/15.  
**Washington Post, The.** 1/2; 2/2; 3/3; 3/10; 4/9; 6/2; 6/3; 8/4; 8/10; 8/12; 10/8; 12/2; 12/6.  
marketing of Nixon's resignation. 9/10.  
**WBBM-TV.** 10/7.  
**WBZ-TV.** 12/3; 12/10.  
**WCBS-TV.** 9/6.  
**WCCO-TV.** 2/7; 8/2; 10/6.  
**Webster, Frederick E., Jr.** 1/8.  
**Weekly Underwriter, The.** 7/2.  
**Weights and Measures,** conversion to metric system. 8/11; 8/12.  
**Werner, Larry.** 5/15; 10/2.  
**Westchester, Rockland Newspapers Group.** 11/2.  
**Western Union,** bad service. 12/10.  
**Wheatley, Richard,** fired from KWTW for consumer reporting. 11/12.  
**Which?** 1/5.  
**Whitaker, Baron.** 1/5; 1/7.  
**White Plains Reporter Dispatch, The.** 1/8.  
**White, William, Jr.** 4/16.  
**Whiteley, Les.** 1/4; 3/3; 5/2; 10/9.  
consumer reporting. 11/10.  
**Wilbur, Helen A.** 12/12.  
**Williams, Harold M.** 3/4.  
**Wilmerding (Pa.) Italian Club,** sues travel agents. 9/2.  
**Wilmington News-Journal, The.** 2/2.  
**Windshield,** wax from car wash on windshield. 7/2.  
**Wine.** 2/7.  
cognac prices higher in U.S. 12/12.  
conversion to metric system. 8/12.  
Letter to the editor. 11/16.  
**WKYC-TV.** 11/2.  
**WMAL-TV.** 1/8; 2/2; 4/7.  
**WNBC-TV.** 6/10; 9/13; 12/10.  
**WNEW-Radio.** 6/8.  
**Women.**  
advertising. 6/7.  
better salespersons for cemeteries. 8/5.  
**Wright, Christopher.** 12/3.  
**Wright, Susan.** 11/4.  
**WTTW-TV.** 5/6; 6/6; 8/12; 12/8.  
television consumer reporting. 1/12.  
**Wylie, Frank.** 2/9.

## Y Y Y Y Y

**Yale Club,** sanitary conditions. 5/5.  
**Yellow Pages.** (See *Telephones.*)  
**Yeutter, Clayton.** 8/5.  
**Yohe, Jack.** 6/14.

## Z Z Z Z Z

**Zeitlin, Marilyn.** 8/14.  
**Zoeliner, David B.** 1/5.